

fashion calendar

File
COPY 10/14/57

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1957

8 EAST 77th STREET
NEW YORK 21, N. Y.
TRAFALGAR 9-2343

17th YEAR • A WEEKLY PUBLICATION

RUTH FINLEY, EDITOR

FRANCES HUGHES, ASSOCIATE EDITOR

january - 1958						
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FASHION CALENDAR

NOTE: Events are repeated until they take place. New events, last minute changes and revisions are added each week as quickly as scheduled. FASHION CALENDAR asks your indulgence for the unavoidable changes and new events that come up between issues.

DATE WHAT'S GOING ON GIVEN BY WHERE

WEEK ENDING FRIDAY, OCTOBER 11, 1957

ADDITIONAL SPRING OPENINGS: MEMBERS OF FASHION ORIGINATORS' GUILD OF AMERICA (FOGA)			
<u>FRIDAY, OCT. 11</u>			
Paul Parnes Corp.	2:30 P.M.	498	7th (10 Fl), CH. 4-4600
<u>MONDAY, OCT. 14</u>			
Rosalie Macrini	4:00 P.M.	550	7th (11 Fl), CH. 4-2655
Martin Simon, Inc.	Continuous daily	498	7th (7 Fl), LA. 4-2877
<u>TUESDAY, OCT. 15</u>			
Ben Reig, Inc.	10:00 A.M.	498	7th (23 Fl), CH. 4-1542
Branell.	2:30 P.M.	530	7th (27 Fl), PE. 6-6983
<u>WEDNESDAY, OCT. 16</u>			
Rudolf Gowns	10:30 A.M.	530	7th (12 Fl), WI. 7-6865
<u>THURSDAY, OCT. 17</u>			
Herbert Sondheim, Inc. . . .	10:30 A.M.	530	7th (20 Fl), LA. 4-7540
<u>WEDNESDAY, NOV. 6</u>			
Reich-Goldfarb & Co., Inc. . .	4:00 P.M.	498	7th (7 Fl), WI. 7-5374

WEEK BEGINNING MONDAY, OCTOBER 14, 1957

Monday Oct. 14 9:30 A.M. Breakfast	PRESS PREVIEW: RESORT & SPRING DRESS COLLECTION By invitation. Daily thereafter at 2:30 P.M. Contact: PE. 6-6983. Publicity: Eleanor Lambert, 785 Fifth Avenue, MU. 8-2130.	BRANELL 530 SEVENTH AVENUE SHOWROOM - 27TH FLOOR
Monday Oct. 14 10:30 A.M.	OPENING OF SPRING COLLECTIONS Leonard Arkin's Spring collection at 10:30 A.M.; Andrew Arkin's at 11:30. Daily thereafter at same hours. Contact: Lois Lapper, WI. 7-5324.	LEONARD ARKIN; ANDREW ARKIN 530 SEVENTH AVENUE SHOWROOM - 6TH FLOOR
Monday Oct. 14 1:00 P.M.	OPENING: SPRING DRESS COLLECTION Spring fashions designed by Wilson Folmar. Daily thereafter, by appointment. Contact: Bill Laird, LA. 4-8490.	EDWARD ABBOTT, INC. 530 SEVENTH AVENUE SHOWROOM - 10TH FLOOR
Monday Oct. 14 3:00 P.M.- 5:00 P.M. Cocktails	PRESS PREVIEW: ITALIAN SPRING COLLECTION Fontana will present her Italian collection for Spring; and new Boutique Resort fashions. By invitation. Showings until Oct. 25. Contact: PL. 9-3000, Suite 336. Publ: Rosemary Sheehan, 27 E. 37th, MU. 5-1280.	FONTANA OF ROME HOTEL PLAZA SUITE 336
Monday Oct. 14 4:00 P.M.	PREVIEW: CRUISE, RESORT AND SPRING FASHIONS Harmay will present their collection of dresses, costumes and suits. (<u>Note Change of Date</u>). By invitation. Daily thereafter at 4:00 P.M. Contact: PE. 6-5547. Publ: Pauline Greene, at Charles J. Charney, PL. 7-0955.	HARMAY 498 SEVENTH AVENUE SHOWROOM - 22ND FLOOR

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Postponed Oct. 14	THE ITALIAN SILK ASSOCIATION SHOWING OF RESORT AND CRUISE FASHIONS ON THE S.S. NASSAU, ORIGINALLY SCHEDULED FOR 4:30 P.M., HAS BEEN POSTPONED.		
Beginning Monday Oct. 14	OPENING OF SPRING DRESS COLLECTION Daily by appointment.	M. NADLER & CO,	530 SEVENTH AVENUE PENTHOUSE Contact: Joni Johnstone, LO. 3-7648.
Beginning Monday Oct. 14- Oct. 18	PREVIEW OF FASHIONS IN NEW FABRICS "Third Annual Cherry Blossom Festival"--showing of A.P. Silk's new fabrics in fashions by leading American designers. For press, Oct. 14. Contact: Countess Dolfen, LO. 4-3335. Publicity: Ken Williams, JU. 6-8217.	A.P. SILK CO., INC.	1412 BROADWAY SHOWROOM - 15TH FLOOR
Monday Oct. 14- Oct. 18	MIAMI RESORT & HOLIDAY SHOWINGS IN NEW YORK Contact: Grace McElligott, 141 N.E. 3rd Avenue, Miami, Fla.	MIAMI-FLORIDA FASHION COUNCIL	NEW YORKER HOTEL 10TH FLOOR
Monday Oct. 14- Oct. 19	THE NEW YORK ANTIQUES FAIR Hours: 1:00-11:00. Saturday, 1:00-6:00. Admission: \$1.50 (opening day, \$2.00). Contact: TE. 8-6830. Publicity: Mary Osborne, MU. 3-9128.	WESTCHESTER ENTERPRISES	71ST REGIMENT ARMORY PARK AVE. & 34TH ST.
Monday Oct. 14 6:30 P.M.- 8:30 P.M.	WEEKLY FASHION TRAINING COURSE Subject: "Fashion in TV & Display"; speakers: Catherine D'Alessio, Norman Craig & Kummel; Tom Lee, Tom Lee Ltd. Price: \$16.00 for course; \$2.00 each session. Contact: CI. 7-3940.	THE FASHION GROUP, INC. (9 ROCKEFELLER PLAZA)	SHERATON-McALPIN BALLROOM
Tuesday Oct. 15 9:00 A.M. Breakfast	PREVIEW OF RESORT AND SPRING FASHIONS Preview of casual dresses and ensembles designed by Liz Claiborne. By invitation, Contact: LO. 5-2275. Publ: Margaret Hodge, PL. 5-7630.	DAN KELLER CO., INC. (498 SEVENTH AVENUE)	HOTEL STATLER SKYTOP
Tuesday Oct. 15 10:30 A.M.	PRESS PREVIEW: SPRING COUTURE COLLECTION Showing for press, Oct. 15. <u>Trade showings Oct. 16-18; thereafter Tuesdays and Thursdays at 10:30 A.M.</u> By invitation. Contact: Estelle Marr, LA. 4-9350.	JANE DERBY, INC.	550 SEVENTH AVENUE SHOWROOM - 23RD FLOOR
Tuesday Oct. 15 10:30 A.M.	OPENING OF RESORT & SPRING COLLECTION Daily thereafter at 10:30. Contact: CH. 4-2659. Publicity: Vera Bacal-Fredy Schey, 419 E. 57th St., PL. 3-8421.	ELFREDA-VISIONI, INC.	498 SEVENTH AVENUE SHOWROOM - 18TH FLOOR
Tuesday Oct. 15 11:30 A.M.	OPENING: RESORT AND SPRING COLLECTION Abe Schrader will present his dress collection to press and buyers. Daily thereafter at 11:30 A.M. Publicity: Betty Yarmon, LO. 4-9194.	ABE SCHRADER CORP.	530 SEVENTH AVENUE SHOWROOM - 15TH FLOOR
Tuesday Oct. 15 1:15 P.M.	OPENING OF SPRING COLLECTION Sylvia Kaplan will present daytime and late-day dresses, suits and ensembles. By reservation. <u>Daily thereafter at 1:15 P.M.</u> Contact: Genevieve Cawley, LO. 5-4115. Publicity: Rose Hilton, MU. 5-5133.	NAT KAPLAN, INC.	498 SEVENTH AVENUE SHOWROOM - 21ST FLOOR

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Cancelled Oct. 15	BERGDORF GOODMAN'S PRESS PREVIEW OF "MISS BERGDORF" COLLECTION, ORIGINALLY SCHEDULED FOR OCTOBER 15 AT 12:00 NOON, HAS BEEN CANCELLED.		
Tuesday Oct. 15 3:30 P.M. Cocktails	PREVIEW OF 1958 SWIMSUIT FASHIONS Showing of Sea B's swimsuit collection for press and buyers. By invitation. Publicity: Joan Fuller at Charles J. Charney, Inc., PL. 7-0955.	SEA B's, INC. (1410 BROADWAY)	SAVOY-PLAZA HOTEL SAVOY ROOM
Beginning Tuesday Oct. 15	PREVIEW OF BOYS' SPRING COLLECTION Hi-Line will present "Nautics"; Susong "Silk Look"; English cardigans and "Bags". Sizes 12 months - 12 years. By appointment. Trade showings beginning Nov. 4. Publicity: Ruth Shaw, WI. 7-2562.	HI-LINE	112 WEST 34TH STREET SHOWROOM - 8TH FLOOR
Beginning Tuesday Oct. 15	OPENING OF SPRING DRESS COLLECTION Showing of Spring dresses and costumes. Continuous daily thereafter. Contact: Marty Goldberg, LO. 5-7540.	MAX LAWRENCE, INC.	530 SEVENTH AVENUE SHOWROOM - 4TH FLOOR
Wednesday Oct. 16 10:00 A.M.	PRESS PREVIEW OF SPRING COLLECTION Christian Dior-New York will preview their Spring collection at 10:00 A.M. to the press. Trade showings at 2:30 P.M., Oct. 17, 18, 22 and 24. By invitation. Contact: Dorothy Smith, PL. 7-2024.	CHRISTIAN DIOR- NEW YORK, INC.	730 FIFTH AVENUE SHOWROOM - 7TH FLOOR
Wednesday Oct. 16 10:30 A.M.	PREVIEW: RESORT AND SPRING COLLECTION By invitation. Daily thereafter at 10:30 A.M. By appointment. Contact: Jerome Silverman, LO. 4-0616.	MARTINI DESIGNED, INC.	498 SEVENTH AVENUE SHOWROOM - 21ST FLOOR
Wednesday Oct. 16 12:30 P.M. Luncheon	FALL & WINTER FASHIONS AT LUNCHEON Daytime to evening collection, flown especially to N.Y. for this show. Press by invitation. Public by reservation; contact: "Beverly", TE. 8-8000. Pierre Fashion Director: Nola Luxford, TE. 8-8000.	MINGOLINI-GUGENHEIM OF ROME	HOTEL PIERRE COTILLION ROOM
Wednesday Oct. 16 12:30 P.M. Luncheon	FALL AND WINTER COUTURE FASHIONS AT LUNCHEON Galanos collection of Fall and Winter fashions during luncheon, available at Lord & Taylor. Press by invitation. Public by reservation, contact: Banquet Dept., PL. 5-1000. Produced by Mary Alice Rice, CI. 6-1790.	GALANOS	HOTEL AMBASSADOR BALLROOM
Wednesday Oct. 16 3:00 P.M.	PREVIEW OF RESORT & SPRING DRESSES Preview for press and resident buyers of misses dresses, designed by Charles Howard for Kay Wynne. By invitation. Contact: CH. 4-8344.	KAY WYNNE DRESS CO.	498 SEVENTH AVENUE SHOWROOM - 15TH FLOOR
Thursday Oct. 17 12:30 P.M. Luncheon	FALL FASHIONS AT LUNCHEON SHOW Showing of Fall collection. Press by invitation. Public by reservation; contact: Headwaiter, EL. 5-3000. Publicity: Gloria Geis, MU. 5-2300.	ARNOLD CONSTABLE	WALDORF-ASTORIA EMPIRE ROOM

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Thursday Oct. 17 12:30 P.M. Luncheon	FALL FASHIONS DURING LUNCHEON Press by invitation. Public by reservation; contact: PL. 9-3000, Banquet Dept. Plaza Fashion Director: Mary Alice Rice, CI. 6-1790.	MIMI TUTHILL, INC. (27 EAST 61ST ST.)	HOTEL PLAZA TERRACE ROOM
Friday Oct. 18 2:30 P.M.	OPENING: RESORT AND SPRING COLLECTION Showings of Pauline Trigere's Resort and Spring collection at 2:30 P.M., Oct. 18, 22, 23, 24, 29 and 31; at 10:30 A.M. Oct. 25. By appointment. Contact: Cecille Gordon, LO. 3-1600.	TRIGERE, INC.	550 SEVENTH AVENUE SHOWROOM - 16TH FLOOR
Monday Oct. 21 11:30 A.M.	PREVIEW OF SPRING COAT & SUIT FASHIONS George Carmel's Spring coat and suit collection. By invitation. Trade showings thereafter at 10:30 A.M. Contact: IA. 4-3310.	GEORGE CARMEL, INC.	530 SEVENTH AVENUE SHOWROOM - 24TH FLOOR
Monday Oct. 21 4:30 P.M. Cocktails	PRESS PREVIEW: RESORT AND SPRING COLLECTION Scaasi presents "Tradewinds", his after-five collection of Resort and Spring fashions. By invitation. Thereafter by appointment in showroom. Contact: FL. 5-4916. Publ: Maxwell-Gray, 527 Lexington Ave., FL. 3-5556.	SCAASI, INC. (45 WEST 57TH ST.)	HOTEL PLAZA WHITE & GOLD SUITE
Monday Oct. 21- Oct. 25	SIXTH INTERNATIONAL SILK CONGRESS Official sessions at Waldorf-Astoria, for attending delegates only. <u>Tues., Oct. 22, 10:00 A.M.</u> - Formal opening by Mayor Wagner; <u>12:30 P.M.</u> luncheon - Ass'n President's reception at Waldorf-Astoria, Starlight Roof. <u>Oct. 22 (Grand Opening), 23, 24. - 5:00 P.M. - 8:00 P.M.</u> , Silk Fabric Display, Cocktails, Reception, Fashion Show at Hotel Ambassador (no fashion show Oct. 24.) <u>Oct. 23, 12:45 P.M.</u> - Silk Forum and Luncheon, Waldorf-Astoria, Empire Room. <u>Oct. 23, 7:30 P.M.</u> , delegates' dinner at Hotel Plaza. <u>Oct. 23 - "Salute to the Seasons". Oct. 24, 4:00 P.M.</u> Tea with Mrs. Robert Wagner at Gracie Mansion for delegates' wives. <u>Oct. 24, 7:00 P.M.</u> , International Festival of Silk Films at Metropolitan Museum of Art. <u>Oct. 25, 11:30 A.M.</u> , Tour, Reception and Luncheon at U.N. for delegates' wives. <u>Oct. 25, 12:00 Noon - 6:00 P.M.</u> , Silk Fabric Display at Hotel Ambassador. <u>Oct. 25, 7 P.M.</u> , Banquet & Grand Silk Ball, Waldorf-Astoria. All events by invitation only. Publicity: Eleanor Lambert, 785 Fifth Ave., MU. 8-2130.	INTERNATIONAL SILK ASS'N, U.S.A.	NEW YORK CITY
Beginning Monday Oct. 21	PREVIEW: RESORT & HOLIDAY RAINWEAR Designed by Adele Lawrence. By appointment. Contact: CH. 4-3815.	LAWRENCE OF LONDON	512 SEVENTH AVENUE SHOWROOM - 20TH FLOOR
Tuesday Oct. 22 11:00 A.M.	PRESS PREVIEW: SPRING COATS AND SUITS Thereafter, Oct. 23-30 and Nov. 5 at 10:00. Publ: Sally McDonald, LO. 4-3246.	FOX COAT & SUIT CO. (SEYMOUR FOX)	512 SEVENTH AVENUE SHOWROOM - 22ND FLOOR
Tuesday Oct. 22 12:30 P.M. Luncheon	PREVIEW: YOUNG FASHIONS IN PERSIAN LAMB Fashions created by America's leading fur manufacturers. Publ: Margaret Collyer at Alan W. Bell Co., 437 Fifth Avenue, MU. 4-4705.	S.W. AFRICAN PERSIAN LAMB ADVISORY BOARD	HOTEL AMBASSADOR CRYSTAL ROOM
Tuesday Oct. 22 2:30 P.M.	OPENING: RESORT AND SPRING COLLECTION Thereafter Oct. 23, 24, 29-31, by appointment. Contact: LA. 4-6968. Publ: Vera Bacal-Fredy Schey, PL. 3-8421.	MAURICE RENTNER, INC.	498 SEVENTH AVENUE SHOWROOM - 16TH FLOOR

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Tuesday Oct. 22 4:00 P.M. Cocktails	PREVIEW OF FASHIONS IN EMPRESS CHINCHILLA Showing of Empress Chinchilla fashions for the opera, coordinated with costumes by leading designers. By invitation. Publicity: Rosemary Sheehan, 27 E. 37th St., MU. 5-1280.	NAT'L CHINCHILLA BREEDERS OF AMERICA	MET. OPERA CLUB 139 WEST 39TH STREET
Beginning Tuesday Oct. 22	OPENING OF SPRING COAT COLLECTION By appointment only. Contact: Louis Mariani, BR. 9-8988.	ORIGINALA	512 SEVENTH AVENUE SHOWROOM - 43RD FLOOR
Wednesday Oct. 23 9:30 A.M. Coffee	LEATHER COSTUMES BY BONNIE CASHIN Preview of fashions in leather--for press at 9:30 A.M.; buyers at 11:00. By invitation. Publicity: Donna Cannon, 505 Fifth Ave., MU. 7-5447.	PHILIP SILLIS	39 WEST 37TH STREET SHOWROOM - 4TH FLOOR
Wednesday Oct. 23 10:30 A.M.	OPENING: SPRING COAT AND SUIT COLLECTION Daily thereafter at 10:30 A.M. By reservation. Contact: Mrs. Lee Jablow, LA. 4-3404. Publicity: Rose Hilton, MU. 5-5133.	ARTHUR JABLOW, INC.	530 SEVENTH AVENUE SHOWROOM - 9TH FLOOR
Wednesday Oct. 23 12:30 P.M. Luncheon	SILK FASHION SHOW DURING LUNCHEON "World of Silk"--leading American designers' fashions, available at Bergdorf Goodman. Press by invitation. Public by reservation; contact: "Beverly", TE. 8-8000. Publicity: Eleanor Lambert, MU. 8-2130. Pierre Fashion Coordinator: Nola Luxford, TE. 8-8000.	INTERNATIONAL SILK ASS'N, U.S.A.	HOTEL PIERRE COTILLION ROOM
Wednesday Oct. 23 3:00 P.M.-- 6:00 P.M. Cocktails	PRESS PREVIEW OF ANTIQUJE JEWELRY Informal showing of antique and stylized jewelry at Janet Brown's new jewelry boutique, which will open Oct. 24. By invitation. Publicity: Mary Osborne, 200 Madison Ave., MU. 3-9128.	JANET BROWN	14 EAST 60TH STREET SHOWROOM
Wednesday Oct. 23 4:00 P.M.	PRESS PREVIEW OF SPRING COLLECTION Press show by invitation. For resident buyers, Tues., Oct. 22 at 12:00 Noon. Trade, Thurs., Oct. 24 at 12:00 Noon, thereafter Tues., Wed. and Thurs. at 12:00 Noon. Contact: Terry Parker, LO. 3-4358.	VERA MAXWELL, INC.	530 SEVENTH AVENUE SHOWROOM - 6TH FLOOR
Thursday Oct. 24 12:30 P.M. Luncheon	INTERNATIONAL FASHION SHOW Resort and Spring cotton fashions by leading designers. Press by invitation. Public by reservation; contact: Headwaiter, EL. 5-3000. Aberfoyle contact: Florence S. Lippincott, BR. 9-5950.	ABERFOYLE MFG. CO. (1430 BROADWAY)	WALDORF-ASTORIA EMPIRE ROOM
Thursday Oct. 24 12:30 P.M. Luncheon	FALL AND WINTER FUR FASHION SHOW Stein & Blaine's collection of original and ready-to-wear Fall and Winter fur fashions. Press by invitation. Public by reservation; contact: Banquet Dept., PL. 9-3000. Fashion Director & Producer: Mary Alice Rice, CI.6-1790.	STEIN & BLAINE (13 W. 57TH ST.)	HOTEL PLAZA PERSIAN ROOM
Thursday Oct. 24 4:30 P.M. Cocktails	PRESS PREVIEW OF LEATHER COATS Gean-Edwards will preview their collection of Resort, Cruise and Spring leather coat fashions. By invitation. Contact: Miss Frances or Miss Pauline, LO. 3-0970.	GEAN-EDWARDS MFG. CO. (MILWAUKEE, WISC.)	HOTEL PIERRE ROOF GARDEN

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Oct. 27	DAYLIGHT SAVINGS TIME ENDS (Move clocks ahead one hour).		
Monday Oct. 28- Nov. 15	MERCHANDISE, PROMOTION DISPLAY CLINICS Preview of Resort and Spring '58 ready-to-wear and accessories. Merchandise, promotion and display opportunities based on "Charm's" January, "You and Your World" issue and the tandem-themed, February-March, "Best Dressed Woman in the World" issue. By invitation. Contact: Ruth Weiss, PL. 9-2080.	CHARM MAGAZINE	1384 BROADWAY CHARM SHOWRM - 18 FL.
Monday Oct. 28 8:00 P.M.	OPENING NIGHT OF OPERA SEASON Opening of the 1957-58 Metropolitan Opera's 73rd season, featuring George London, Lucine Amara, Richard Tucker, Giorgio Tozzi and Rosalind Elias in Tchaikovsky's "Eugene Onegin". Publicity: Francis Robinson, PE. 6-1200.	METROPOLITAN OPERA	MET. OPERA HOUSE BROADWAY & 39TH ST.
Tuesday Oct. 29 10:00 A.M.	PRESS PREVIEW: FALL LINGERIE COLLECTION "Living Lingerie"---showing of new Fall lingerie fashions. By invitation. Publicity: Margot Infantino, LO. 5-1500, Ext. 600.	GIMBELS	M.C.SCHIRANK (437-5TH) SHOWROOM - 2ND FLOOR
Tuesday Oct. 29 12:00 Noon Luncheon	PREVIEW OF RESORT & SPRING COLLECTION Preview of Maria Krum's Resort and Spring fashions on Tues., Oct. 29 and Wed., Nov. 6 at 12:00 Noon. Luncheon will follow show. By invitation. Contact: CI. 7-3060.	MARIA KRUM	41 WEST 56TH STREET SAON - 2ND FLOOR
Tuesday Oct. 29 4:00 P.M.- 6:00 P.M.	SWISS FABRIC FASHION SHOW Spring and Summer fashions from Swiss Cotton fabrics and embroideries. Sponsored by Cotton Textile Industry of Switzerland, in collaboration with leading U.S.A. designers. Admission by invitation and ticket only to retail trade and press. Contact: M. Stanley Brown, OX. 7-0020.	SWISS FABRIC GROUP (110 EAST 42ND ST.)	HOTEL AMBASSADOR BALLROOM
Beginning Tuesday Oct. 29	OPENING OF SPRING DRESS COLLECTION Showing of junior and misses dresses; continuous daily thereafter. (Note Change of date.) Contact: Lester Leonard, BR. 9-9570.	MERVIN ROSS, INC.	498 SEVENTH AVENUE SHOWROOM - 4TH FLOOR
Beginning Wednesday Oct. 30 10:30 A.M.	OPENING OF SPRING COAT & SUIT COLLECTION Showings at 10:30 A.M. on Oct. 30, Nov. 1, Nov. 6. By appointment. Contact: JU. 2-2317.	MONTE-SANO & PRUZAN	21 WEST 46TH STREET SHOWROOM - 8TH FLOOR
Wednesday Oct. 30 12:30 P.M. Luncheon	LEATHER FASHIONS BY BONNIE CASHIN Luncheon showing of leather fashions and accessories designed by Bonnie Cashin for Philip Sills, available at Lord & Taylor. Publicity: Donna Cannon, MU. 7-5447. Pierre Fashion Director: Nola Luxford, TE. 8-8000.	PHILIP SILLS	HOTEL PIERRE COTILLION ROOM
Wednesday Oct. 30 3:30 P.M.	OPENING OF SPRING COAT COLLECTION Continuous daily thereafter. Contact: Tillie Smith, LO. 4-7832.	SPORTLEIGH HALL, INC.	533 SEVENTH AVENUE SHOWROOM - 15TH FLOOR
Oct. 31	HALLOWE'EN (Thursday).		

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Thursday Oct. 31 11:00 A.M.	PREVIEW OF SPRING COAT & SUIT COLLECTION Preview of Frank Gallant's coats and suits to press and buyers. By invitation. <u>Trade showings from Tues., Nov. 5 at 11:00 A.M. daily except Friday.</u> Contact: Herbert Gallant, LA. 4-7285.	FRANK GALLANT ORIGINALS	205 WEST 39TH STREET SHOWROOM - 5TH FLOOR
Thursday Oct. 31 12:30 P.M.	FALL FASHIONS DURING LUNCHEON Oleg Cassini's Fall collection available at leading stores. Oleg Cassini Luncheon Publicity: Alfred Davidson Assoc., PL. 5-0868. Produced by Mary Alice Rice, CI. 6-1790.	OLEG CASSINI (498 SEVENTH AVE.)	HOTEL PLAZA TERRACE ROOM
Thursday Oct. 31 3:30 P.M. Cocktails	FIFTH ANNUAL JUNIOR DRESSMAKING CONTEST Awarding of prizes to the senior and junior national winners in Singer's 5th annual junior dressmaking contest. By invitation. Contact: Anne Cunningham at Young & Rubicam, MU. 9-5000, Ext. 8379 or 8421.	THE SINGER SEWING MACHINE COMPANY	HOTEL PLAZA BALLROOM
Sunday Nov. 3- Nov. 7	BOYS' INDUSTRY MARKET WEEK Spring and Summer market week of the boys' industry, sponsored by the Boys' Apparel and Accessories Mfrs. Ass'n, in cooperation with Boys' Apparel Buyers' Ass'n. <u>On Wed., Nov. 6th at 8:30 A.M., B.A.B.A. will have a special breakfast for buyers.</u> Contact: Shirley Trosk, PE. 6-6244.	B.A.M.A. & B.A.B.A.	NEW YORKER HOTEL 5TH TO 10TH FLOORS
Sunday Nov. 3- Nov. 9	NATIONAL PRESS WEEK IN CALIFORNIA The Seventh National Annual Press Week in California, with a boutique exhibit on Nov. 3, followed by sportswear, swimwear, dress and couturier showings throughout the week. On Sat., Nov. 9, the Men's Apparel Guild In California (MAGIC) will present men's showings in Palm Springs. By invitation. Contact: William T. Maxfield, Exec. Dir., CFC, 740 S. B'way, L.A. 14.	CALIFORNIA FASHION CREATORS	BEVERLY HILTON HOTEL BEVERLY HILLS, CAL.
Beginning Monday Nov. 4 11:45 A.M.	OPENING: SPRING COAT AND SUIT COLLECTION Showing of Zelinka-Matlick's Spring coats and suits at 11:45 A.M. daily. Contact: Jerry Matlick, BR. 9-5100.	ZELINKA-MATLICK	512 SEVENTH AVENUE SHOWROOM - 14TH FLOOR
Monday Nov. 4- Nov. 10	34TH WOMEN'S ANNUAL INT'L EXPOSITION "With Accent on Youth"--press preview, 9:00 A.M.-12:00 Noon, Monday, Nov. 4th. The 34th Women's Annual International Exposition, with display of fine arts, handicrafts and special feature "Rug-O-Rama", a display of 450 hand-made rugs. "Salute to Youth" sponsored by P.A.L. Wed., Nov. 6, at 7:30 P.M. Hours: 12:00 Noon - 11:00 P.M. Admission: 95¢, adults; 35¢, children. Contact: Doris Vinton at the Exposition Office, 250 West 57th Street, JU. 2-1810.	THE WOMEN'S NATIONAL INSTITUTE, INC.	71ST REGIMENT ARMORY PARK AVE. & 34TH ST.
Tuesday Nov. 5 10:30 A.M.	SPRING AND RESORT DRESS COLLECTION Dresses and ensembles designed by Violet Feigen, with showings at 10:30 and 3:30 daily. (<u>Note Change of Date.</u>) Contact: Demi Daniels, LO. 5-4850.	JERRY GREENWALD, INC.	498 SEVENTH AVENUE SHOWROOM - 3RD FLOOR

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Nov. 5	ELECTION DAY (Tuesday).		
Tuesday Nov. 5- Nov. 12	SIXTY-NINTH ANNUAL NATIONAL HORSE SHOW Publicity: Alden E. Calkins,	NATIONAL HORSE SHOW ASS'N OF AMERICA, INC. 350 Fifth Avenue, PE. 6-0578.	MADISON SQUARE GARDEN 8TH AVE. & 50TH STREET
Wednesday Nov. 6	SALUTE TO ANNAPOLIS AT LUNCHEON SHOW	LEADING DESIGNERS	HOTEL PIERRE COTILLION ROOM
12:30 P.M. Luncheon	Honoring the Navy-Marine Corps Memorial Stadium fund drive, fashions with a nautical flair will be shown. Press by invitation. Public by reservation; contact: "Beverly", TE. 8-8000. Navy-Marine contact: PL. 1-0315. Fashion contact: Ken Williams, JU. 6-8217. Pierre Fashion Director: Nola Luxford, TE. 8-8000.		
Tuesday Nov. 12	SPRING AND SUMMER BRIDAL COLLECTION	MURRAY HAMBURGER & CO.	498 SEVENTH AVENUE SHOWROOM - 20TH FLOOR
10:30 A.M. 2:30 P.M.	Opening of Spring and Summer bridal and bridesmaid collection, designed by Gaston Mallet. Thereafter at 10:30 and 2:30. By reservation. Contact: Florence Hamburger, BR. 9-2680.		
Tuesday Nov. 12	OPENING: CRUISE & SPRING COLLECTION	LANZ ORIGINALS, INC.	1407 BROADWAY SHOWROOM - 26TH FLOOR
12:00 Noon Luncheon	Lanz will present junior dresses and separates. Showing at 12:30 P.M., Nov. 12-14, and Nov. 18-20. By reservation. Contact: Audrey Waymouth, OX. 5-3150.		
Tuesday Nov. 12	PRESS PREVIEW: HAND- DRESSED DOLLS	NAT'L DOLL DRESSING INSTITUTE	HOTEL AMBASSADOR TRIANON ROOM
4:00 P.M. Cocktails	The National Doll Dressing Institute, in cooperation with N.Y. March of Dimes, will invite the press to preview winners and finalists in a national doll dressing competition for women. All dolls received, with exception of award winners (selected by a panel of judges), are being donated to the March of Dimes. Special guest of honor: Grand Marshall of N.Y. Mothers' March on Polio. By invitation. Director & Publicity for Institute: Rose Hilton, 475 Fifth Ave., MU. 5-5133.		
Tuesday Nov. 12	AWARD-DINNER BY FASHION DESIGNERS	NEW YORK FASHION DESIGNERS, INC.	HOTEL PLAZA BALLROOM
7:30 P.M. Dinner	Special award to honor Eleanor Lambert. Tickets: \$25.00. Contact: New York Fashion Designers, Inc., 1457 Broadway, WI. 7-0324.		
Friday Nov. 15	READY-TO-WEAR AT TWO SHOWINGS	THE FASHION GROUP, INC.	WALDORF-ASTORIA (9 ROCKEFELLER PLAZA) BALLROOM
9:00 A.M. 12:00 Noon	Co-Chairmen: Margaret de Mille and Bettina Ballard. (Prices and more details later.) Contact: The Fashion Group, CI. 7-3940.		
Thursday Nov. 21	"PARTY OF THE YEAR" FOR COSTUME INSTITUTE	COSTUME INSTITUTE, MET. MUSEUM OF ART	WALDORF-ASTORIA GRAND BALLROOM
8:00 P.M. Dinner- Dance	Tenth annual "Party of the Year" for benefit of Costume Institute of Metropolitan Museum of Art. Pageant of Museum costumes will be shown. Entertainment by members of the fashion industry. Chairman of executive committee: Dorothy Shaver. Reservations: \$100.00 each; contact: Costume Institute, TR. 9-5500, Ext. 381.		
Nov. 28	THANKSGIVING DAY (Thursday).		

MOVIES...MUSIC...THEATRE

- Friday
Oct. 11 PREMIERE: "MY MAN GODFREY" (Movie) ROXY THEATRE, 7TH AVE. & 50TH STREET
Universal-International's CinemaScope production of the 1936 comedy, based
on the novel by Eric Hatch; starring June Allyson and David Niven, featur-
ing Jessie Royce Landis, Eva Gabor, Martha Hyer and Robert Keith. Director:
Henry Koster. Producer: Ross Hunter. Costumes: Bill Thomas. Publicity:
Hilda Brennan, PL. 9-8000.
- Monday
Oct. 14 OPENING: "THE CAVE DWELLERS" BIJOU THEATRE, 209 WEST 45TH STREET
The William Saroyan comedy, starring Eugenie Leontovitch, Barry Jones and
Wayne Morris with Susan Harrison, produced by Carmen Capalbo & Stanley
Chase. Sets: William Pitkin. Lighting: Lee Watson. Costumes: Ruth Morley.
Publicity: Sam Friedman, WI. 7-2386.
- Tuesday
Oct. 15 OPENING: "UNDER MILK WOOD" HENRY MILLER'S THEATRE, 124 W.43RD ST.
Gilbert Miller & Henry Sherek will present the Dylan Thomas play, starring
Donald Houston and Catherine Dolan, featuring Diana Maddox. Director:
Douglas Cleverdon. Lighting and Sets: Raymond Sovey. Costumes: Supervised
by Kathryn Miller. Publicity: Richard Maney, CI. 7-4646.
- Wednesday
Oct. 16 OPENING: "NATURE'S WAY" CORONET THEATRE, 230 WEST 49TH STREET
Herman Wouk's comedy, presented by Alfred de Liagre, starring Orson Bean,
Audrey Christie, Betsy Von Furstenberg and featuring Robert Emhardt, Scott
McKay and Edmon Ryan. Director: Basil Langton. Sets and Costumes: Donald
Oenslager. Publicity: Ben Washer, JU. 2-3466.
- Thursday
Oct. 17 OPENING: "COPPER AND BRASS" MARTIN BECK THEATRE, 302 W. 45TH ST.
A musical starring Nancy Walker as a police woman, featuring Joan Blondell,
Alan Bunce, Dick Williams and Alice Pearce. Producer: Austin-Noyes.
Music: David Baker. Director: Marc Daniels. Publ.: Barry Hyams, CO. 5-4784.
- Monday
Oct. 21 OPENING: "COMPULSION" AMBASSADOR THEATRE, 215 WEST 49TH ST.
Michael Myerberg will present the Meyer Levin adaptation of his novel,
starring Frank Conroy, Roddy McDowell, Dean Stockwell and Howard DaSilva,
featuring a company of 60 and 42 scenes. Director: Alex Segal. Sets:
Peter Larkin. Publicity: Sam Friedman, WI. 7-2386.
- Opening
Tuesday
Oct. 22 OPENING: "MONIQUE" JOHN GOLDEN THEATRE, 252 WEST 45TH ST.
Shepard Traube, in association with Stephen Sharmat, will present the
Michael Blankfort adaptation based on the novel by Pierre Boileau, from
which the movie "Diabolique" was taken, starring Patricia Jessel, Denholm
Elliott and Percy Waram. Director: Shepard Traube. Lighting: Tharon
Musser. Settings: John Robert Lloyd. Costumes: Noel Taylor. Publicity:
George Ross, BE. 9-5906.
- Wednesday
Oct. 23 OPENING: "FAIR GAME" LONGACRE THEATRE, 200 WEST 48TH STREET
Joseph Hyman will present the Sam Locke comedy about a young divorcee,
starring Sam Levene and Robert Webber with Ellen McRay. Director: Paul
Roberts. Sets: Frederick Fox. Costumes: Robert Mackintosh. Publicity:
Nat Dorfman, LO. 3-0858.
- Friday
Oct. 25 PREMIERE: "SLAUGHTER ON TENTH AVENUE" (Movie) ASTOR THEATRE, B'WAY & 45TH
Universal-International movie with Richard Egan, Jan Sterling, Dan Duryea,
Julie Adams, Charles McGraw and Walter Matthau, in an expose of the N.Y.
waterfront warfare. Producer: Albert Zugsmith. Director: Arnold Laven.
Publicity: Hilda Brennan, PL. 9-8000.